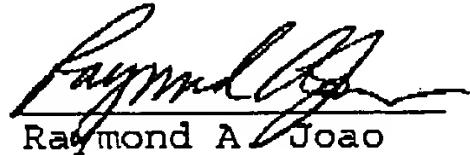


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Raymond A. Joao

RJ180

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT : RAYMOND A. JOAO

SERIAL NO.: 09/771,491

FILED : JANUARY 27, 2001

FOR : APPARATUS AND METHOD FOR EFFECTUATING AN AFFILIATED MARKETING RELATIONSHIP

EXAMINER : T. HAVAN

GROUP : 3624

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE TO OFFICE ACTION

Sir:

This is an Amendment and Response to Office Action in response to the Office Action, mailed August 16, 2006, wherein the Examiner rejected Claims 61-80 in view of a prior art reference.

Based on the following Remarks, the application is
deemed to be in condition for allowance and action to that end
is respectfully requested.

Please amend the application as follows: